

NEW HAMPSHIRE STATE LIQUOR COMMISSION
FEBRUARY 23, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Smirnoff Screwdriver & Cape Codder)
 - b. Test Market Result (Codes #3616, #2612, & #4322)
 - 2) Swap Request (McClelland Speyside Single Malt)
 - 3) One Time Buy (Smirnoff Twist Variety Pack)
 - 4) Purchase and On-Pack Request (Sauza and Malibu)
 - 5) April Special Offers (159 items – United Beverages, Inc.)
 - 6) Revised April Special Offers:
 - a. 2 items – Perfecta Wine Company
 - b. 2 items – Executive Wine & Spirits
 - c. 1 item – Horizon Beverage Company
 - d. 4 items – Horizon Beverage Company
- B. WINES:
 - 1) Special Offers for April 2005:
 - a. 5 items – Charles Zoulias
 - b. 62 items – M.S. Walker, Inc.
 - c. 31 items – Executive Wine & Spirits
 - d. 51 items – Martignetti Companies of N.H.
 - e. 134 items – United Beverages, Inc.
 - 2) Geyser Peak Sauvignon Blanc & Sushi Sweepstakes
 - 3) Recommended Allocated Wines for Distribution to Selected Stores
(4 items)
 - 4) “R” Wines for Allocation to Licensees Selected by the Broker
(8 items)

- 5) Primary Source Submissions (1 – primary source; 11 – exclusive agent; 16 – imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford